

**To:** Opalski, Dan[Opalski.Dan@epa.gov]  
**From:** Murchie, Peter  
**Sent:** Wed 12/2/2015 8:12:55 PM  
**Subject:** RE: Re-launch of the "What's Upstream?" campaign

Is this an issue for us i.e. using EPA grant resources?

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**From:** Opalski, Dan  
**Sent:** Wednesday, December 02, 2015 12:07 PM  
**To:** Bonifacino, Gina <Bonifacino.Gina@epa.gov>  
**Cc:** Murchie, Peter <Murchie.Peter@epa.gov>  
**Subject:** RE: Re-launch of the "What's Upstream?" campaign

Thx. Heard their ad on NPR earlier this week.

Dan Opalski

Director

Office of Water and Watersheds

U.S. Environmental Protection Agency, Region 10

1200 Sixth Avenue, Suite 900

Seattle, WA 98101

206-553-1855

FAX: 206-553-1280

**From:** Bonifacino, Gina  
**Sent:** Wednesday, December 02, 2015 12:05 PM  
**To:** Opalski, Dan <Opalski.Dan@epa.gov>  
**Cc:** Murchie, Peter <Murchie.Peter@epa.gov>  
**Subject:** FW: Re-launch of the "What's Upstream?" campaign

Dan, FYI.

**Gina Bonifacino | Puget Sound Team**

US EPA Region 10

Mail Stop OWW-193

1200 Sixth Avenue

Seattle, WA 98101

206.553.2970

**From:** Bonifacino, Gina

**Sent:** Wednesday, December 02, 2015 12:01 PM

**To:** Chang, Lisa; Murchie, Peter; Rylko, Michael

**Subject:** FW: Re-launch of the "What's Upstream?" campaign

FYI.

**Gina Bonifacino | Puget Sound Team**

US EPA Region 10

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**From:** [info@whatsupstream.com](mailto:info@whatsupstream.com) [mailto:[info@whatsupstream.com](mailto:info@whatsupstream.com)]

**Sent:** Wednesday, December 02, 2015 11:50 AM

**To:** [info@whatsupstream.com](mailto:info@whatsupstream.com)

**Subject:** Re-launch of the "What's Upstream?" campaign

Dear Friend, You may recall that several years ago, the Center for Environmental Law and Policy, the Northwest Indian Fisheries Commission, the Swinomish Indian Tribal Community, the Western Environmental Law Center and a host of other environmental partners launched the "What's Upstream" campaign to bring greater public awareness to the effects of the agriculture industry's largely unregulated practices on the health of our waters. We are pleased to announce that we have revamped our website and, starting today, are re-launching a very robust, six-month public information campaign - just in time for the start of the 2016 legislative session. Between now and next spring, we're confident that you'll see or hear our ads, which will span print, billboard, digital and radio media. We invite you to have a look at the new website, and to share it broadly among your own networks. Please note that the website includes a tool where concerned residents can send a message to their legislators urging action on this critical but neglected issue. To provide feedback on the website or to join your organization's name to the list of partners, please do not hesitate to contact us at [info@whatsupstream.com](mailto:info@whatsupstream.com). Sincerely, Center for Environmental Law and Policy Northwest Indian Fisheries Commission Puget Soundkeeper Alliance Spokane Riverkeepers Swinomish Indian Tribal Community Western Environmental Law Center